

Released, Thursday, December 16th, 1909

A ROMANCE OF THE ROCKY COAST

Length 990 Feet
Copyrighted 1909



You remember The Children of the Sea. Here is another tale of the rocky bound coast presenting scenery as striking as that of the earlier release and offering a story of more absorbing interest. A happy ending is provided but not until the spectator has been held in suspense as the story is unfolded. Married to a man twice her own age, Marie mourns the true love of her sweetheart but remains faithful to her husband who daily grows more unbearable through his ten per cent greed. He married her that he might succeed her father as proprietor of the inn and he is not unaware of the value of her beauty as a trade bringer but takes from her the tips bestowed by generous patrons. One man of wealth excited the husband's avarice and poison is placed in his wine, the crime being overseen by the wife, who keeps silent until her former sweetheart is accused of the crime. To save his life she tells the truth. The sweetheart is released and presumably when the law shall have exerted its penalty the little widow will at last be free to marry the man of her choice. No better marine photography has been shown and the story is one of the gripping sort.



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LUBIN FILMS

Released from
December 20th to December 30th,
1909

LUBIN MANUFACTURING COMPANY

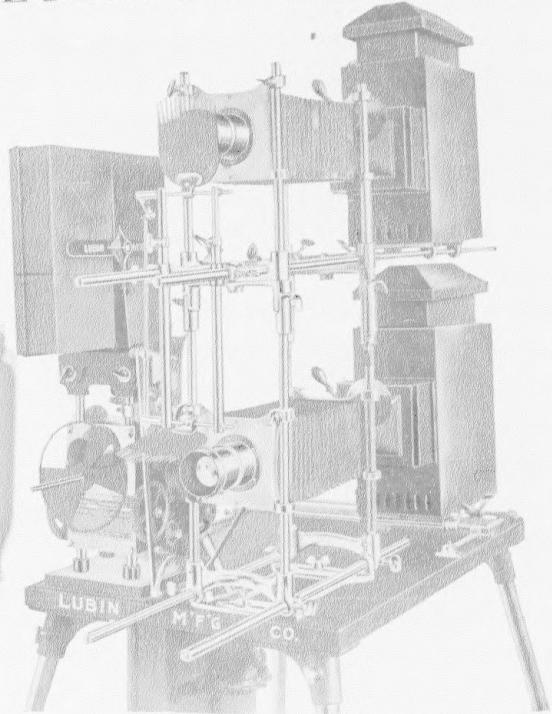
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LUBIN'S 1910 MODEL



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Released, Monday, December 20th, 1909

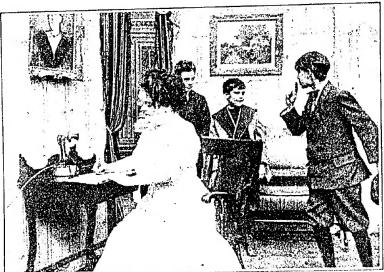
The Policeman's Christmas Eve.

Length 440 Feet
Copyrighted 1909



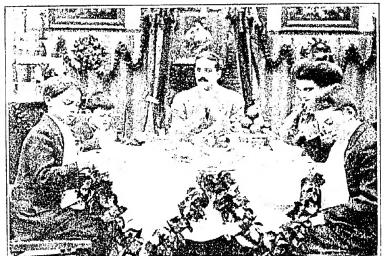
A dainty touch of sentiment and the spirit of Christmas. John Barkman, a policeman, invests heavily in toys for his little ones. He has no time to help trim the tree, for he must hurry to go on duty, but his heart takes him past the house and he promises the little wife to peep in later and see the results of her efforts. Things are different in the Carter home, for Robert Carter has been out of work for several weeks and there is little food and no money for presents. He goes out upon the street to see if he cannot earn a little money in the bustle of Christmas Eve carrying packages, but his way to the shopping district leads him past the policeman's house. He peers in and temptation overcomes him. The window is slightly raised and he climbs in. Barkman, patrolling his beat, glances into the window and is surprised to see a burglar making away with the toys he bought for his little ones. He slips into the house, but before he can make an arrest Carter discovers the tiny stockings dangling from the mantelpiece. He cannot rob other children to make a happy Christmas for his own little ones and he puts the toys back just as Barkman steps out to arrest him. His eloquent tale of poverty and misery touches the officer's heart and with the toys in his arms they set out to verify the story. The truth is easily learned and not only the toys, but a generous gift of money gladdens the hearts of the unfortunate.

Three Christmas Dinners



Length 495 Feet
Copyrighted 1909

Three small boys whose ambitions are greater than their appetites, hit upon a clever scheme for prolonging the Christmas feasting. They find that different dinner hours make it possible to attend three functions. They set out to perfect their plans and each in turn introduces his playfellows to his mother with the doleful tale that they are to have no Christmas dinner at their home and the request that they be permitted to share the home dinner. Each of the three mothers returns a ready assent and presently we see them hungrily enjoying the first of the feasts. The board groans with the weight of good things which rapidly disappear under the valiant attack of the youthful trio and they hurry off to the second dinner with joyous anticipation. But, somehow, the second dinner does not taste as good as the first; they stop with the second helping of turkey and only have ice cream three times. Still worse is the third dinner. The hospitable hostess is alarmed at their lack of appetite and anxiously urges them to eat, but they push their plates listlessly aside and are glad when they are excused from the table. You can guess the rest, a lively climax to a most attractive story; one that will more than hold its own with other Christmas releases.



Released; Thursday, December 23rd, 1909

Blissville the Beautiful



Length 830 feet
Copyrighted 1909

Lubin comedy subjects are always in demand the country over, but here is a comedy release that is going to make a lot of talk, for it is seldom that author and players have united their ideas to such excellent effect. The Booths, a young married couple, envy a friend who recently moved to the country. They learn that she located the new home in the newspapers and Mrs. Booth urges her husband to get all of the Sunday newspapers that they may find a home of their own where healthful breezes blow and city misgivings do not exist. Blissville, the Beautiful, seems the most attractive name and they decide to investigate. The city agency of the new suburb is visited, but they want to see the place itself and insist upon going down.

Accompanied by a man from the agent's they arrive at Blissville, a tiny flag station, and their hopes are rudely dashed, but they are still under the thrall of the persuasive talker and they permit him to take them over the land. They fall into mud holes and tiny lakes, they suffer for all sorts of mishaps, not the least of which is getting caught in a heavy shower. When the skies clear they find that they have a long wait for a train and in their hurry to get back to town they borrow a handcar and escape from the still eager agent. It is not possible to tell you how amusing this story is, for to the comedy of incident is added the comedy of action by some of the cleverest of the Lubin players. It's a film you can't afford to miss.



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Released, Monday, December 27th, 1909

THE NEW CHIEF

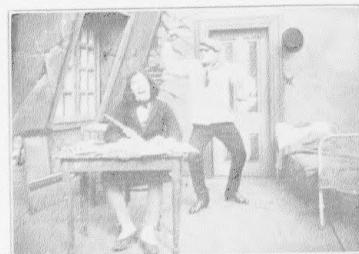


Length 495 Feet
Copyrighted 1909

Ever since the days of the Caliph of Bagdad, who went among his subjects in disguise, putting yourself in the other fellow's place has been a favorite recreation of new public officials. The new Chief Superintendent of the Municipal Refugees has heard of the many abuses which have crept into the city's charitable system and he determines to make his personal test disguised as a tramp. Refugee "A" is visited first and things happen following his visit. Word is passed along the line and the Superintendent of Refugee "B" warns his subordinates to prepare for a visitor. Weary Willie, an amiable hobo, applies for a night's lodgment. He treads softly, as experience has taught him to, and he is surprised and not a little alarmed at the cordial reception given him, for he is mistaken for the new Chief and after being registered is given the supper prepared by the Superintendent for himself. When the last crumb is swallowed Willie feels like a different man and a cigar completes his satisfaction. He grows critical and declines to sleep in the dormitory, demanding a better bed. He is accommodated with the Superintendent's own bed, while the latter prepares to take a nap in a chair. At he sleeps the new Chief enters and calls no one to receive him. He walks to the sleeping official and discloses his identity. Willie is rudely roused from his slumber and thrown into the street, but we are left to guess what happens to the ubiquitous Superintendent, which calls for no great tax upon the imagination.



The Persistent Poet



Length 525 feet
Copyrighted 1909

Algernon Swinburne Higgs is a poet. He is a poor poet—most poets are poor—but Algernon is poor because he is a poor poet. He is not even able to pay his wash-woman her trifling bill. Instead he reads her his new ode and drives her from the room. Putting on his hat he goes out to sell it, but he shoots the chute out of the first editorial office he enters and when he tries to make a second attempt he runs into an artist and as a result of the encounter the latter's drawing is smashed. Algernon pursues his way reading the poem to unwilling victims until he falls into the hands of the police. In court many of his victims appear against him and he is sentenced to three months on the rock pile. That should be enough to cure any ordinary poet, but Algernon is not an ordinary poet. He hides his poem and brings it out when the guard is not watching. All of the convicts are stunned by the weird composition and even the guard falls senseless as the poet reads on. Seeking new audience he enters the office of the warden and when that official pleads for mercy a new idea strikes him. He demands that his clothes be brought him and exchanges the striped suit for his own apparel, stalking forth into the street, escorted by the warden who is only too glad to get rid of this most unwelcome guest. It is an extravagant little tale, but rattling good comedy with action in plenty and a lot of real laughs.



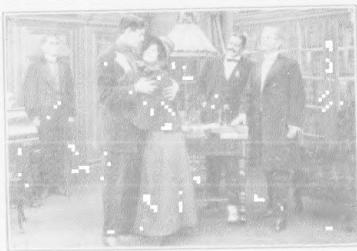
Released, Thursday, December 30th, 1909

Three Fingered Jack



Length 940 Feet

Copyrighted 1909



"Three-Fingered" Jack Doyle is the product of the slums, a good hearted boy when left alone, but a thief through force of environment. He is loaing in one of the cheap dives in the poor quarter when a more energetic companion proposes an enterprise of burglary and Jack consents. But a moment before he threw away his schooner of beer at the urging of a Salvation Army lassie, but now he is equally willing to accept an invitation to crime. The robbery is successful, the money being abstracted from a safe by means of picklocks which leave no trace of the crime. The day following the Salvation Army girl visits the scene of the robbery on a collection trip and through circumstances is accused of the theft. She has seen the imprint of Jack's hand upon the robber's hand upon the table and when she is permitted to go she hurried to the dive, taking Jack with the robbery. He admits his guilt, for he has learned to love the gentle faced little woman and he makes his partner give up his share of the spoils. Lily leads him to the church before she takes him to the home of the robbed man where he makes confession and restitution and in response to Lily's plea the charge is not pressed. Jack is to be given a chance to make a man of himself and under Lily's loving guidance it is clear that he will succeed in bringing out the good inherent in his nature. A little play of heart interest without appeal to sickly sentiment, logical in its development and cleverly told by the players.

Some Matters we wish to Mention

We're going to do a little bragging about our projecting machine, the 1910 Marvel. Of course, every one claims to have the best, but we know that we have it. We have a projecting machine that can be put in competition with any machine ever turned out and win out without half an effort. We know because we have had a machine in our own private theatre and it has not only run with absolute steadiness, but has required less attention than any other machine on the market. The flicker is reduced to almost nothing; the shutter working so smoothly that you scarcely notice it, and for definition it cannot be excelled. A good operator can get results as nearly perfect as it is humanly possible and a poor operator can project a better and more steady picture than he can with any other type of machine. We have not boomed the machine much; we've sold them and let the purchasers tell others, but we've sold so many that way that we're wondering what we can do if we tell about it ourselves.

Very often exhibitors do not realize the importance of having the best possible projecting machine. They believe the reel to be the most important part of the outfit, but what's the use of a good reel if it is spoiled by poor projection and your patrons leave the house with eyes that ache from the strain of watching an interesting subject that dances all over the screen?

In our theatre the editors and stage managers sometimes spend three and

four hours at a stretch watching films run over and over again to catch every slight imperfection. Sometimes six and seven hours during the day are spent in the theatre, but there is not the slightest trace of headache or eye strain. There is no more severe test than the continued watching of the screen and these men must watch intently. That's an argument that means something, isn't it?

The 1910 Marvel is something more than a manufactured product; it is a fad. It has been Mr. Lubin's ambition to turn out the most perfect machine on the market and he has accomplished his purpose. If you know where there is a 1910 Marvel in use go and see it, then try and see the same reels run on some other machine. We won't have to ask you to take our word for it after that. You'll know. If you cannot easily locate a machine send for our catalogue and look it over. You'll find that we've beat the most exacting Fire Marshal to a lot of little points and have met all the points he knows about. The only way to have a fire in the projecting booth is to take in some oily waste and a box of matches. The only way to get an unsteady picture is to deliberately shake the machine. That's saying a lot but no more than is warranting by facts.

We are going to make a fad of perfect pictures, too. We have told you about the fine new factory and studio, the walls of which are already well up. The studio, the most complete in the world, will permit the making of a

style of subjects that will compete with the very best, while the factory will permit the production of perfect negatives and perfect prints of these subjects and four stage managers, under direction of a man internationally known, are working to establish a stock company that will carry out artistically the elaborate productions being prepared. The day of the un-intelligent picture is passing, the helter skelter farce without rhyme or reason is to be replaced by a different style of comedy.

But that does not mean that we are going to be so polite that we will no longer be entertaining. "Those Lubin comedies" fill a want that no other style of work can fill. We're not going to stop the production of these, for in this field we have always led and we're going to keep on producing comedy subjects, but we are going to do comedies that are funny in story as well as in action. In a word we are going to do infinitely better work along the same lines as of old. We are going to make "*get Lubin on your list*" the war cry and you're going to do just that because you need comedy. It's easy to find plenty of tragic releases, but you know how hard it is to supply the demand for comedy.

Blissville is along the lines we want to work. The story is slight, but it is well connected and it is funny. It deals with the adventures of a

newly-married couple, who want to have their own home and who are coaxed by the glowing descriptions of the agent for Blissville to look into the matter. But they are canny folk and from Missouri. They want to be shown and—well the showing is about as funny a succession of incidents as you can very well crowd into a single reel. If you can look at Blissville and keep a sober face you want to take it to a specialist and have it fixed.

The Christmas release will make talk with a comedy and a serious subject on the same reel. Three Fingered Jack is a rattling good dramatic story and two brisk little comedies are found in The Persistent Poet and The New Chief.

Mr. S. Lubin has just returned from a trip to London and the continental capitals. He didn't go just for the sake of the sea voyage. Soon we'll tell you all about it, perhaps a part in the next issue and you'll realize that the new plant is only a part of the preparation for perfection.

Probably a lot of people tell you they have ideas for picture plays and ask you where to send them. Send them to us. Our scenario department is in charge of a magazine writer of note who is also a dramatic critic. Some of the best stories come from amateur authors. Merely the idea is required, the developing of the plot being done by the editorial staff.

Rose's-Ring-Sprocket



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TRADE MARK

THE most perfect sprocket ever invented, the most economical ever used. As may be seen from the cut, when the teeth become worn or damaged it is not necessary to replace the entire sprocket—the rings may be unscrewed and renewed in a moment, so that it will not be necessary to stop your show or ruin the films on account of a worn-out sprocket. The wear being wholly on the teeth, the amount saved during a year is apparent.

Price: Complete \$2.50

Extra Rings: Brass, per pair \$1.00
" " Steel, " " 1.50

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Merry Christmas

...and...

A Happy New Year



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